What is claimed is:

1. A communication device, comprising:

a register configured to store a user identifier; and

a transmitter configured to transmit the user identifier to a network.

2. The communication device of claim 1, further comprising:

a register configured to store a device identifier, and wherein the transmitter is configured to transmit the device identifier to the network.

3. The communication device of claim 2, further comprising:

a processor; and

a user input interface configured to supply commands to the processor.

4. The communication device of claim 2, further comprising a subscriber identity module (SIM), wherein the user identifier is associated with a serial number assigned to the SIM.

5. The communication device of claim 2, wherein the processor is configured to encrypt at least one of the device identifier and the user identifier before transmission to the communication network.

6. The communication device of claim 1, further comprising:

a processor; and

a user input interface configured to supply commands to the processor.

7. A cell phone, comprising:

a display configured to display data and commands;

a user input interface for data entry and command entry;

a subscriber identity module (SIM) that includes a user identifier; and

a transmitter configured to transmit the user identifier.

8. The cell phone of claim 7, further comprising a memory configured to store a device identifier, wherein the transmitter is configured to transmit the device identifier.

9. The cell phone of claim 8, wherein the user identifier is associated with a SIM serial number.

10. A content provider configured to communicate with one or more mobile stations, comprising a content personalization interface configured to receive an anonymous user identifier from at least one of the mobile stations.

11. The content provider of claim 10, further providing a processor configured to deliver content to the at least one mobile station based on the anonymous user identifier.

12. A subscriber identity module for a wireless network, comprising:

a memory configured to retain a SIM identifier; and

a processor configured to supply the SIM identifier to a communication device.

13. The subscriber identity module of claim 12, wherein the processor is configured to provide a hash of the SIM identifier to the communication device.

14. A content provider, comprising:

a personalization interface configured to receive anonymous personalization data; and

a processor configured to provide content to a user based on the anonymous personalization data.

15. The content provider of claim 14, further comprising a database configured to store personalization data.

16. The content provider of claim 15, wherein the personalization interface is configured to receive anonymous personalization data associated with an HTTP header.

17. The content provider of claim 14, wherein the personalization interface is configured to receive anonymous personalization data that includes a device identifier and the processor provides device-specific content based on the device identifier.

18. The content provider of claim 14, wherein the personalization interface is configured to receive anonymous personalization data from a mobile station.

19. The content provider of claim 14, wherein the personalization interface is configured to receive a user identifier that is stored on a subscriber identification module (SIM).

20. The content provider of claim 19, wherein the user identifier is a SIM serial number.

21. A method of providing personalized content in a wireless communication network, comprising:

selecting an anonymous user identifier; and

selecting content based on the user identifier.

22 The method of claim 21, wherein the user identifier is selected based on a subscriber identity module.

23. The method of claim 22, further comprising selecting a device identifier.

24. The method of claim 23, further comprising:

comparing the device identifier and the user identifier with a set of user profiles;

selecting content based on a selected user profile.

25. A method of obtaining anonymous personalized content, comprising:

selecting an anonymous user identifier;

identifying content for delivery based on the anonymous user identifier.

26. The method of claim 25, further comprising selecting the anonymous user identifier based on a subscriber identification module.